



The First 30 Seconds: Making Impact & Impressions That Last

Catherine Shaw, President
Basis

www.basisbranding.com

What are your goals for this session?

To begin

- You are an organizational representative:
 - Be confident
 - Be clear
 - Be consistent
 - Use key organizational messages
 - Remember *you* are talking





- You must learn about ways to increase clarity, message awareness, and overall intent for increased organizational effectiveness

This is where Branding comes in

First steps

In this context:

- What your organization stands for
- How you talk about the organization
- What the organization appears to a visitor
- How the organization FEELS - Write down 5 objectives with this in mind
- How the organization LOOKS - Now write 5 other objectives with *this* in mind

The first 30 seconds

- In Victorian times, impressions were *formed in minutes*
- During the 20th Century, this decreased *to less than a minute*
- Within the past decade, this decreased again to *30 seconds...*



A man in a white shirt and tie is shown from the chest up, resting his head on his hand. He is looking down at a wristwatch with a brown leather strap that is lying on a dark wooden table. The watch is positioned in the foreground, and the man's face is in the background, slightly out of focus. The lighting is warm and soft, creating a contemplative atmosphere.

■ ...and today, this impression is formed INSTANTANEOUSLY

Representing your group accurately

We _____ (service) so that _____ (people/
environment that you help) so that they may _____ (result
achieved by your efforts) unlike _____ (similar groups
you are confused with).

Elevator speech examples

- 1 We provide lunches so that children unable to afford them in our neighborhood can focus on learning. We do this unlike soup kitchens, church efforts, or school cafeterias.
- 2 Basis helps growing businesses and mission-based nonprofits and advocacy organizations so that they may increase their funding or client base, unlike the efforts provided from PR firms or graphic design freelancers.

Elevator speech examples (more succinct)

- 1 We help kids focus on learning by feeding them, unlike efforts from soup kitchens, churches, or cafeterias (11 less words).
- 2 Basis helps businesses and nonprofits attract what they want as a result of successfully conveying what they are as an organization. (11 less words).

Talking about your organization's future

EXERCISE:

- Write down, in your words, either your mission or vision statement
- Turn to the person next to you and tell them, without using your notes—make it interesting and with YOUR personality

Shaking hands

- Is this even in your organizational culture?
- Why should we do this?
- What should you do if you have met the person already?



Steps of handshaking

Steps of handshaking... if not followed, it's usually what creates one of those awkward handshake moments (oh no!) :

1. Engage
2. Pause
3. Observe
4. Remember



Handshaking...in depth

Types of handshakes:

The All-American

The Lingering Handshake

The Push-Off

The Pull-In

The Two-Handed Shake

The Topper

The Underhanded Loser

The Finger or Squeeze

The Twister

The Dead Fish

You are what you wear

- What does this mean to you?
- What does this mean to the organization?
- What does this have to do with the organization's mission and purpose?



Impressions of you

What kind of impressions are made?

- attractiveness
- likeability
- trustworthiness
- competence
- and aggressiveness

*SOURCE: First impressions: Making up your mind after 100 milliseconds exposure to a face
Janine Willis and Alexander Todorov, Princeton University*



Practice time

Step one:

Break into three groups
with people NOT in your
organization

Step two:

Practice greeting each other
using:

- a. appropriate handshake
- b. introduction that works for
you and the organization



Questions



Thank you

Catherine Shaw, President
Basis
www.basisbranding.com